

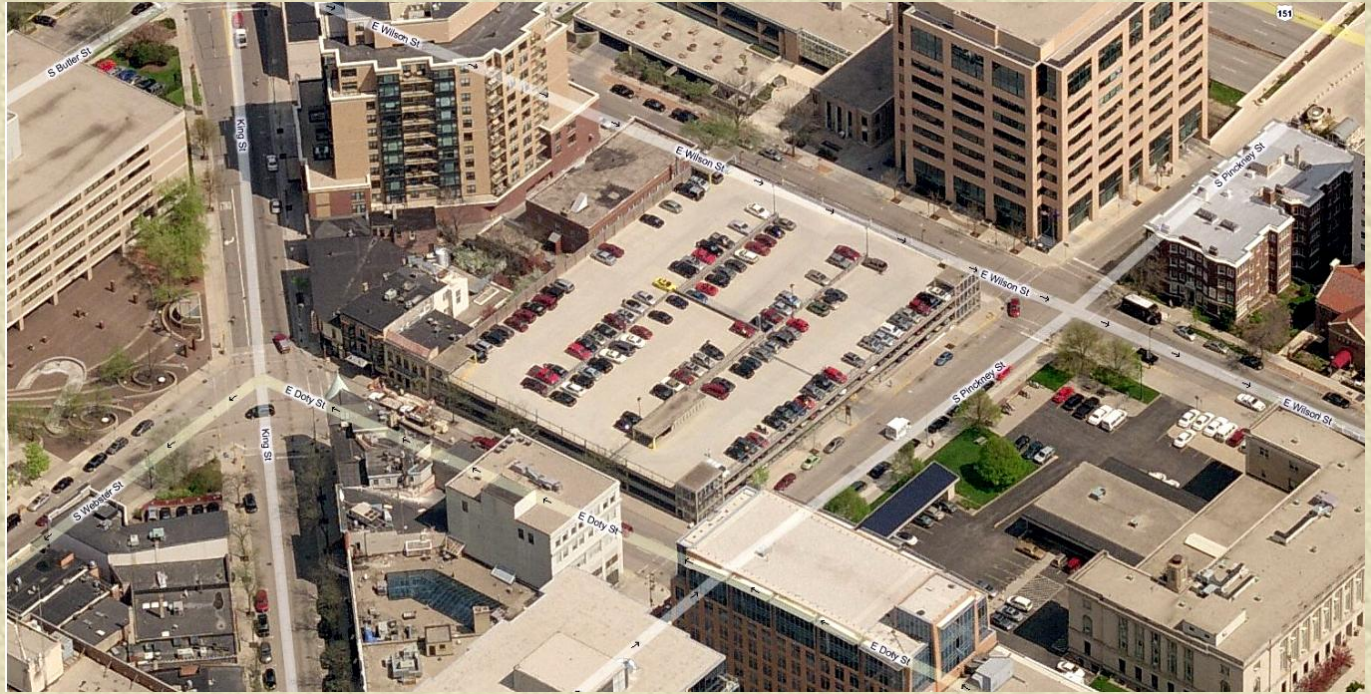
MADISON PUBLIC MARKET AT PUBLIC MARKET SQUARE



January 26, 2011

**MADISON
PUBLIC
MARKET**

PUBLIC MARKET SQUARE PROJECT



- Government East Parking Ramp Site
- Mixed-Use Development
- Madison Public Market on Ground Floor
- 1,400 Underground Parking Stalls
- Bike Station

**MADISON
PUBLIC
MARKET**

What Are Public Markets?

- Year around indoor/outdoor
- Carefully crafted diverse medley of businesses
- Locally-owned shops & stalls
- Full array of fresh and prepared foods
- Showcase regional cultures and food traditions
- Not Just fruits and vegetables
- Not a grocery Store



What Are Public Markets?



Powerful Economic Development Engines!

- Create **local** entrepreneurial opportunities for **low and moderate income** families
- Promote **entrepreneurial activity** for minority citizens
- Create **jobs**
- Create a **year-round tourist** destination
- Encourage area **small business** development

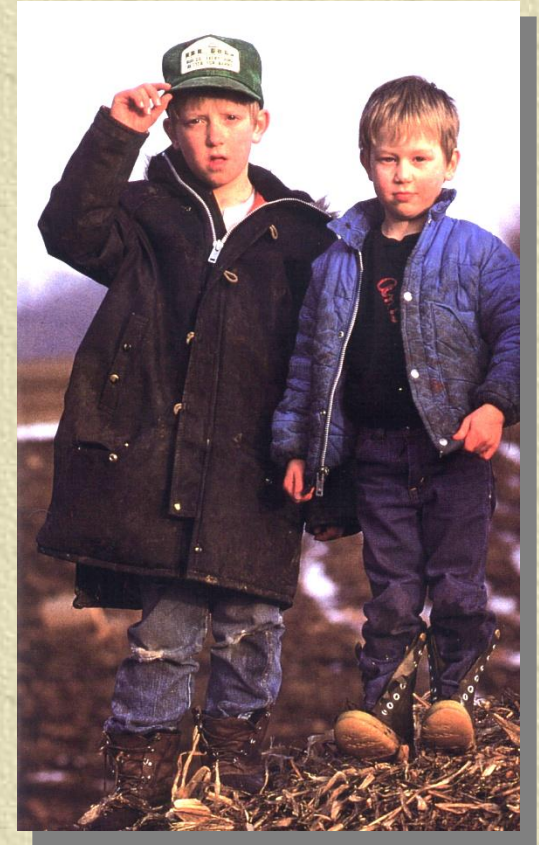
The Madison Public Market will generate significant local & regional economic development

- **Create and support 808 new jobs.**
- **Generate \$25 million in annual regional economic activity (direct \$15 million, indirect \$10 million)**
- **Generate \$2.2 million in tax revenue annually**
- **Spur new economic development in the surrounding area.**



The Madison Public Market will... expand the regional food economy

- **Provide year-round sales opportunities for 200-300 local farmers and producers.**
- **Create new agricultural jobs**
- **Provide Dane County residents with year-round access to locally grown and produced foods.**
- **Provide food-related education, nutrition, cooking and farm tours.**



**MADISON
PUBLIC
MARKET**

Strong Public Support



Market Survey Report

- 97% of survey respondents would love to see the Madison Public Market developed
- 71% of survey respondents would shop at the Madison Public Market

The Time is Right!

- New Jobs
- Catalytic economic development project
- Strong anchor for Public Market Square development
- Market demand
- Public space that celebrates diversity



Chocolatier at the Granville Island Public Market in Vancouver, British Columbia

**MADISON
PUBLIC
MARKET**

MADISON PUBLIC MARKET

Market Assets and Vendor Options



North Market in Columbus, Ohio, USA

- 52 locally-owned permanent vendors
- Demonstration kitchen
- Customer seating area
- On-site parking at new underground ramp
- 22 three-season day stalls
- 8 carts

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Madison Public Market

Proposed Vendor Mix...A Sampling

Stores

International Grocery ~ Butcher ~ Fair Trade

Made In Wisconsin ~ Bakery ~ Seafood Store/Restaurant

Stalls

Farmer's Market Co-op ~ Soul Food ~ Wine Bar ~ Market Diner

Taste of Wisconsin ~ Fresh Tortilla Maker ~ Hmong Prepared Food

Chocolatier ~ German Deli & Sausage Maker

Restaurants

Café 150 ~ Brew Pub

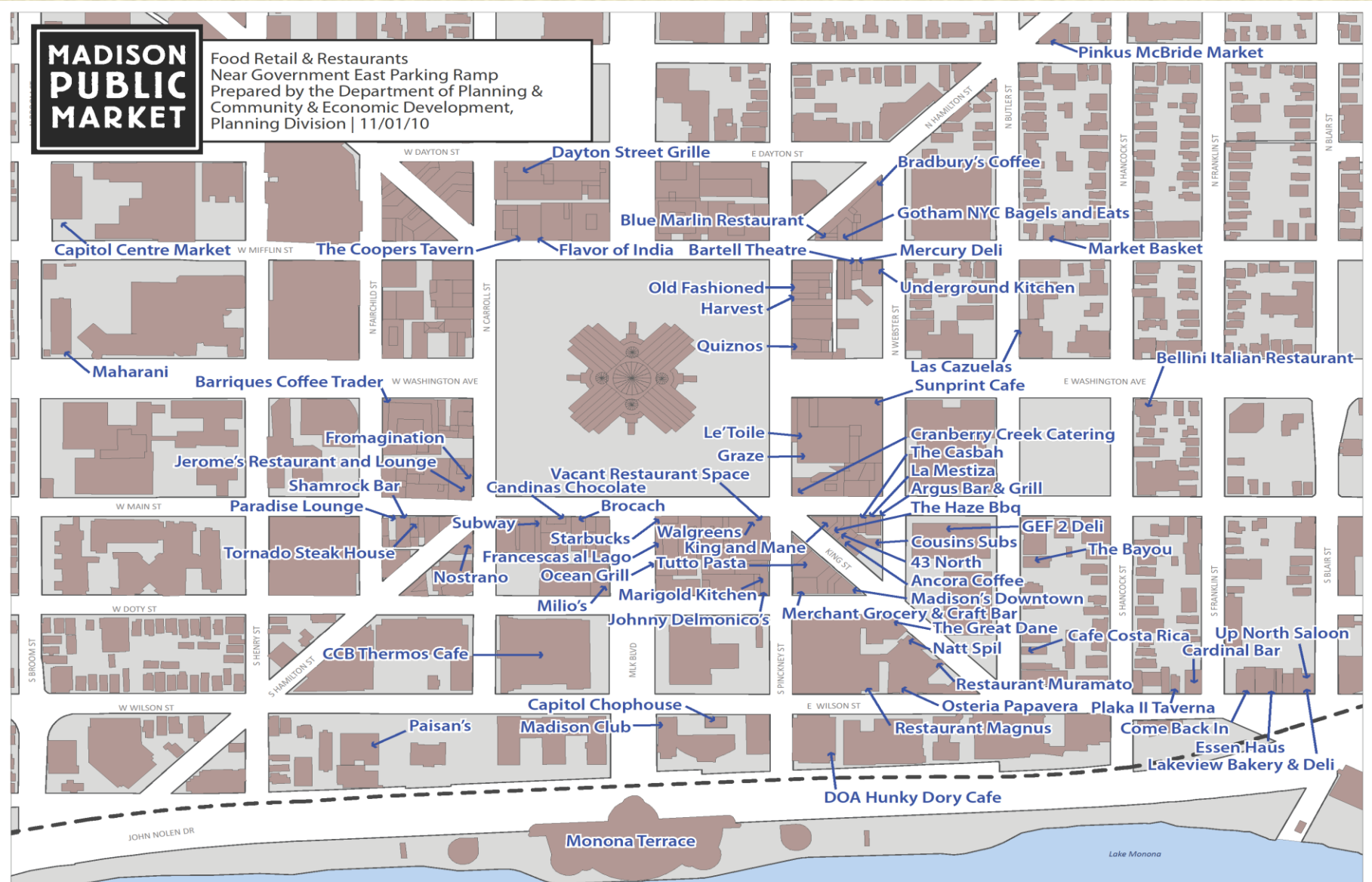




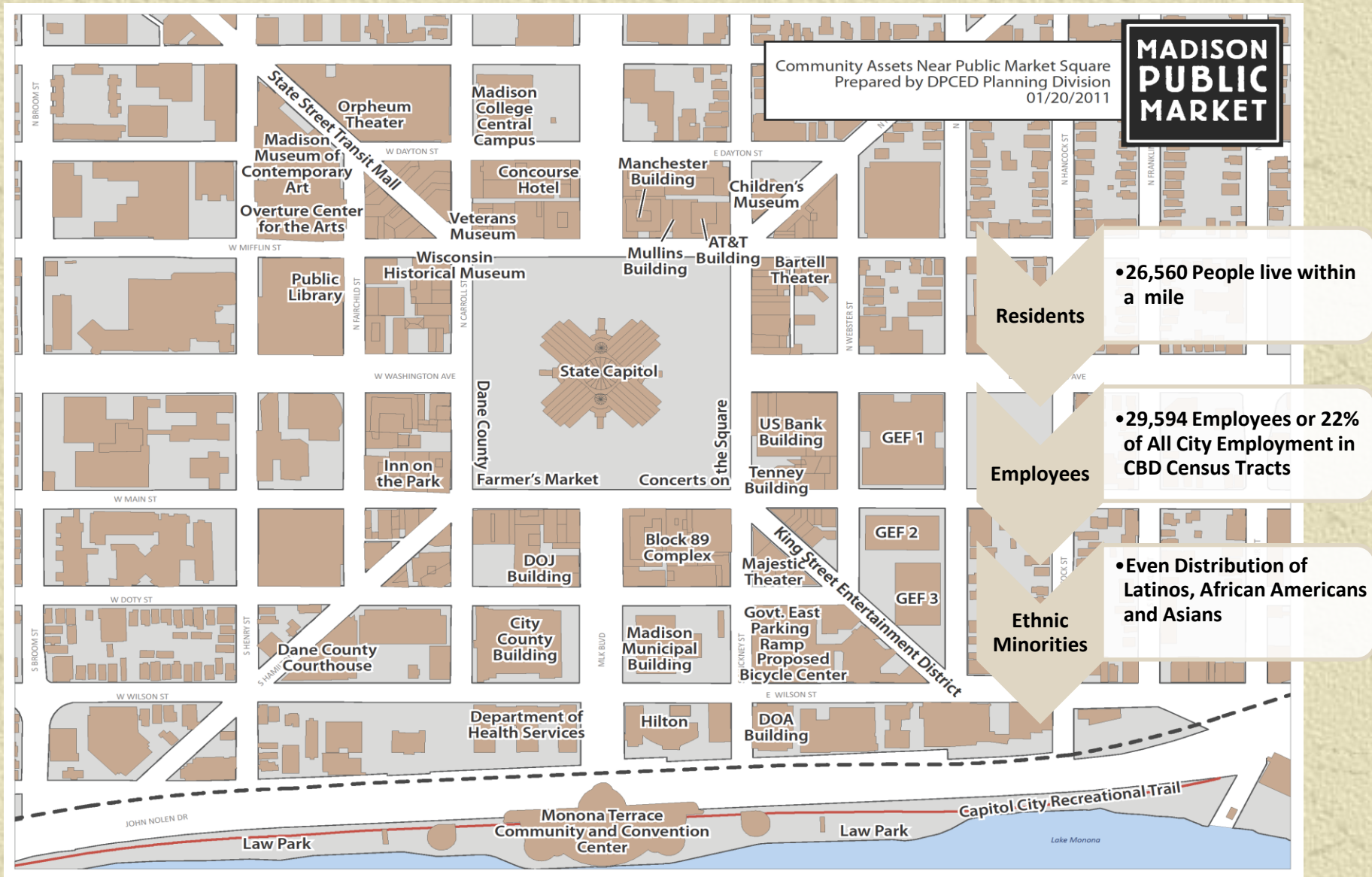
Site Attributes

- **Block 105 is the best site** for Madison Public Market!!
- Site accommodates **40,000-45,000 net leasable SF**
- Unmet opportunity for **45-minute lunch counter**
- Tenant mix will **meet needs of existing & future downtown residents**
- **Close to Monona Terrace & Existing Hotels** (1,068 rooms, 1,343 w/ Marcus II)
- Located in the **heart of the city—Major Community Assets**
- The Market's design will be **pedestrian and bike friendly**.
- The majority of **Madison Metro's major bus routes** pass adjacent to or within 2 blocks of the Market.

Downtown Food Assets



Downtown Community Assets





Development Details

- 40,000 – 45,000 net square feet optimal size
- City role will be in real estate development, not management
- Estimated \$10 million construction budget
- Timeline – Construction in 2014
 - Market Opens in 2015
- Construction Coordinated with Parking and other Major Redevelopment Opportunities

Common Area Effects on Ground Floor

Non-retail use	Approximate dimensions	Lost Ground Floor SF	Assumptions
Wider sidewalks	5' X 264' X 2 (sides of the building)	2,640 SF	Widens sidewalks on two sides. Assumes building above and below would be at the original footprint and would cantilever over the Market.
2 parking ramps	One ramp at 18' deep X 30' wide Second ramp at 18' deep X 36' wide to include a 6' bike lane.	1,180 SF	Assume 18' before sufficient head room is gained for cars. Both sets of lanes are two- way. There could be three 10' lanes per ramp or two 15' lanes per ramp. Pedestrians would mostly exit via the elevator, but if necessary could share the bike lane.
3 Service lanes for Market/Building	32' wide X 26' deep	832 SF	2 loading bays for box trucks and a dumpster bay. Assume 26' before sufficient head room is gained for box trucks. Assumes dumpster is mechanically cabled up the incline once a week to be emptied.
Lobby for building above	30' x 25'	750 SF	Can be larger or smaller depending on use.
Elevator core for parking, freight and building elevator	18' x 36'	648 SF	Assumes 2 elevators for building above and 2 parking elevators. Assumes mechanical rooms etc., are all on lower level.

MPM Site Net and Gross SF Summary

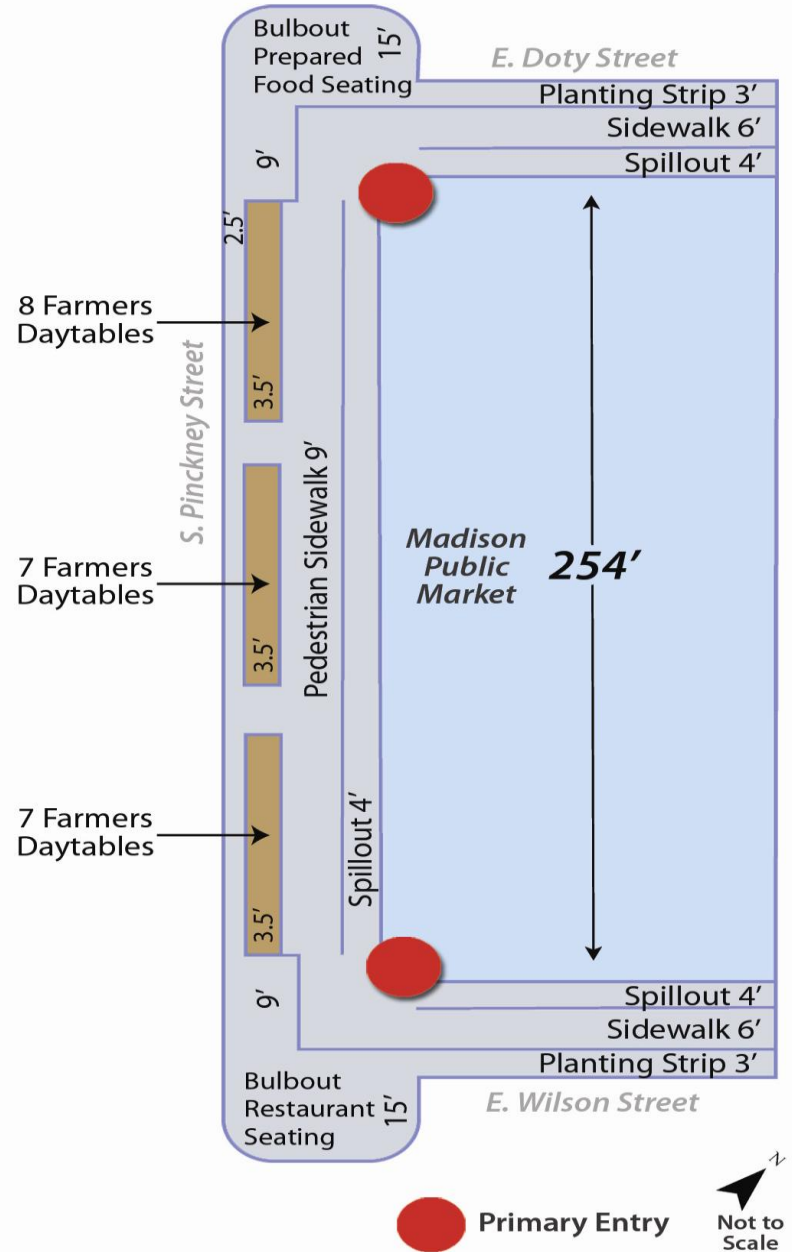
Non-retail use	Approximate dimensions	Ground Floor SF Changes	Assumptions
Original Site Footprint	52,272		Current footprint
New Footprint after cantilever	50,292		New Footprint
Lost SF from original due to new ground floor building non-retail uses (including cantilever loss)		-6,050	Total of above figures
New Retail <i>Gross</i> Ground floor SF	44,242		Sum of above two figures
Internal ground floor uses – Circulation (excludes spill out space), Public Area, Demonstration Kitchen, Bathrooms, Common Seating, Public Amenities, etc.	+/- 20% of gross	9,244	Non-rent deriving space
Total Net Ground floor space available for retail leasing		35,048	100% leasable – includes spill-out
Total Retail Loft space		1,000 SF	Restaurant, Bike Center, etc.
Total projected net leasable retail space in Public Market Square site		36,048 SF	This # includes interior (only) spill-out space. It does not include exterior spill-out, bulb-out, and day table space.



•MPM Exterior



Great Example of “Bulbout” Restaurant Seating Concept
Grove Arcade in Asheville, North Carolina, USA



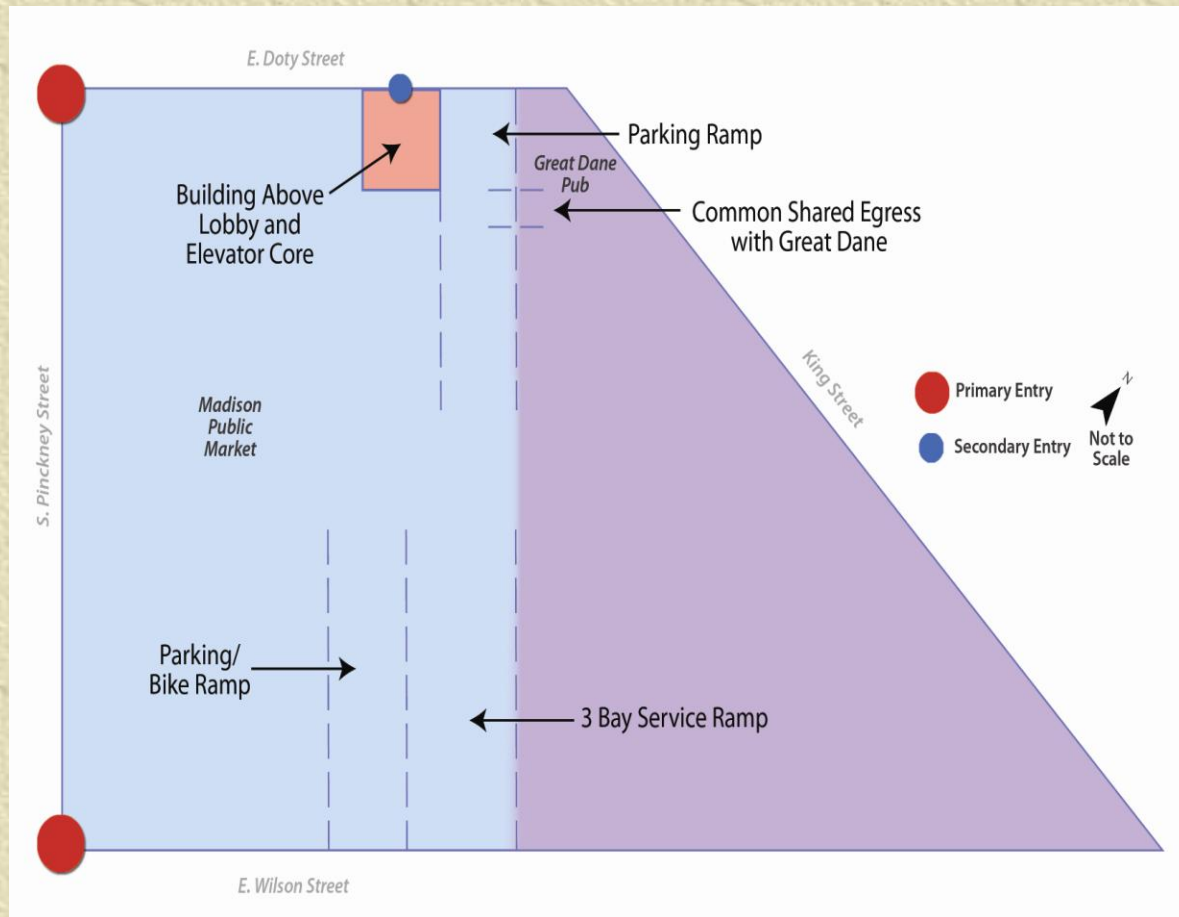


Exterior Spill-Out

- **Four feet of sidewalk spill out** recommended along the 3 building facades.
- **Corner Bulbouts are useful for the following reasons:**
 - **Valuable sidewalk seating** for restaurants, cafés and prepared food stalls.
 - Effective at making **parkers and pedestrians exiting their parked cars feel more secure.**
 - **Reduce pedestrian time in the roadway** while crossing the street.
 - Serve as a **traffic calming device** – slowing down racing traffic to create a safer, more pedestrian-friendly environment.
 - Where appropriate and with proper design, **they can allow for diagonal rather than parallel parking.**

MADISON PUBLIC MARKET

Entryways



Pedestrian Entries:

- Major entrances at S. Pinckney Street corners of E. Doty and E. Wilson
- Secondary Entry midblock of E. Doty
- Entry via elevator from underground ramp
- Potential for shared egress with Great Dane

Vehicle Parking:

- Entrance to Underground ramp from either E. Doty or E. Wilson



Utility and “Back of Market” Uses

- *Lower level Market utility and “back of market” uses are likely to require roughly 4,000 – 5,500 total SF.*
- **Electric utility room**
- **Gas meter room**
- **Mechanical room**, assuming HVAC is centrally provided. MPM should provide central HVAC only to stall areas and plaza. Stores should have separately metered “package” units.
- **Hot water heater room**
- **Janitor rooms**--mop sink, cleaning supplies, ladder storage, etc.
- **Small multi-purpose (changing/security) room**



Utility and “Back of Market” Uses Cont’d

- **Elevator pit room.**
- **Separate dry storage area (Chain Link Design).**
- **Walk-in coolers (10’x12’ and freezers (8’x10**
- **Dumpster room.**
- **Utility and back of market uses could be incorporated off-site.**

An example of this is constructing a central collection tank for grease that is piped from all grease producing businesses under the sidewalk.

- **2-3 bay loading dock—Product deliveries and pick-ups.**
- **Maintenance/shop room**



Ground Floor Non-Retail Uses

- **Pulic restrooms** to be provided on the ground floor.
- **Way-finding signage and event/kiosk/bulletin boards** should be provided throughout the Market
- **Happenstance seating** should be provided in nooks and crannies wherever possible.



Second Floor and/or Loft Uses

- **Multipurpose conference/meeting room**
 - Board Meeting (around a table) with 20 attendees
 - Public Meeting with 60 (standing) attendees
- **State-of-the-art demonstration kitchen**
 - Connected to multi-purpose room
 - Host cooking classes (classroom style) with 40 attendees
 - Cater parties and events occurring at the Public Market
- **Administrative office** of about 2,000 square feet with small meeting room

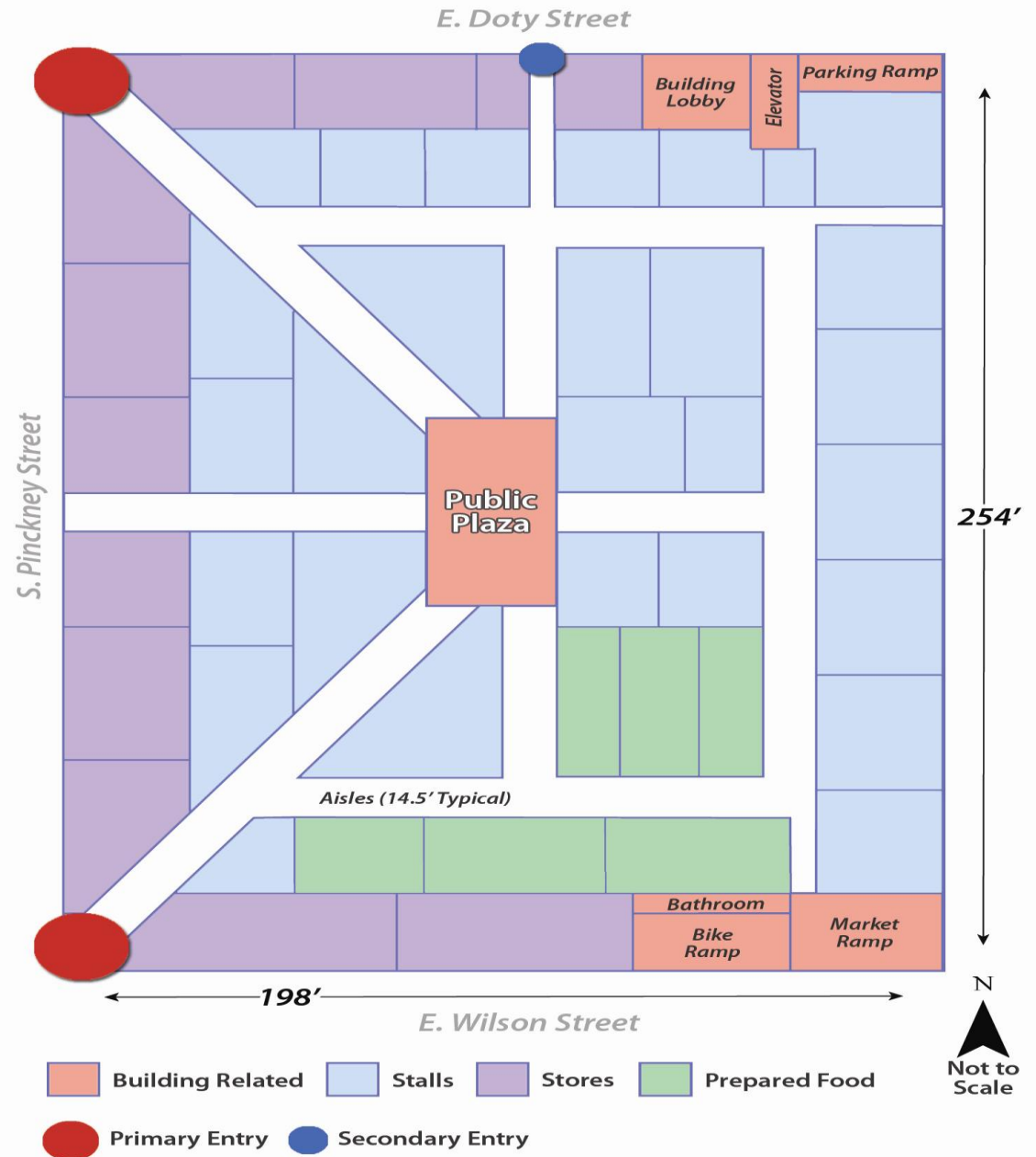


Parking

- MPM Visitor Vehicle Parking available **on site**
- MPM will be one floor above a **regional parking ramp**
- Parking is **easy to find and navigate**
- MPM predicted parking demand is roughly **200 spaces**
- Estimate that **63% of MPM visitors will arrive by car**
- Highest Demand for MPM parking will occur **mid-day and weekends**. Countercyclical to majority of ramp users.
- Parking Validation Program** for MPM customers needs to be negotiated with Parking Utility



Interior Market Layout





Recom- mended MPM Tenants

	7 LARGE STORES
1	International Grocery
2	Cheese Store
3	Seafood Store/Restaurant/Sushi
4	Production Bakery/Cafe
5	Café 150
6	Bike Store
7	"Made in Wisconsin" Store
	3 SMALLER STORES
1	Butcher Shop
2	"Fair Trade Store"
3	"Market blooms" Florist
	20 LARGER STALLS
1	Farmer's Marketing Co-op
2	Fresh corn and flour tortillas Production
3	"soft fruit" produce stall
4	The Green Grocer
5	Ripe Fruits Juicery/smoothies
6	International House of Dumplings
7	Fresh Made Pasta Depot
8	Coffee Roaster and Grinder
9	"Chocolat"
10	Poultry/Eggs
11	Kitchen Supplies
12	Italian Deli
13	German Deli
14	Jewish Deli
15	"Naturally Wisconsin" A Nature Store
16	"WI Drink" - Wine and Beer Bar
17	Craft Stall Cooperative
18	Wisconsin Authors Bookstore
19	Bulk Foods Stall

	8 SMALER STALLS
1	Shellfish Bar
2	"Hot stuff - It's chili"
3	Ethnic and Tropical Produce
4	Visitor Center Information Booth
5	Hmong Needlework
6	Amish Furniture Showcase
7	Shoe and Luggage Repair Shop
8	Multi-purpose Community Use Space
	6 PREPARED FOOD STALLS
1	Hmong or Cambodian food
2	Native American
3	"Soul Food"
4	"Soup and Salad" - Vegetarian
5	Latin/Mexican Prepared Food Stall
6	Market Diner
	8 CARTS
1	"Wisconsin's Fruity" - Fresh and Dried Fruits
2	"Nuts to You"
3	"There's a fungus among us"
4	"Only cannoli"
5	Wisconsin historic postcards and photographs
6	"Hot Donuts Now"
7	All things ginger and garlic
8	"Naturally Healthy"
52	TOTAL INTERIOR RETAIL TENANTS
22	OUTSIDE FARMERS (44 IF CRAFTS)
74	TOTAL VENDORS



Next Steps in 2011



Creperie Stand, Montreal Public Market

Community Outreach:

Public Information and City Contact:

Michael P. Gay 608.267.4933

mgay@cityofmadison.com

www.cityofmadison.com/planning/MadisonPublicMarket/

Early Stage Architect Assistance

- Hire preliminary architectural services to help coordinate MPM project with City Public Market Square site planning

Create MPM Business Plan :

- New business plan (capital and O&M budget) needs to be created for Public Market Square site and market.

Official Support

- Fundraising Plan
- City Leadership Financial Commitment